

Appl. No. 09/812,709
Amdt. Dated October 27, 2004
Reply to Office Action of July 28, 2004

Attorney Docket No. 81747.0192
Customer No.: 26021

REMARKS

This application has been carefully reviewed in light of the Office Action dated July 28, 2004. Claims 1-20 are pending in this application. Claims 1 and 9 are independent claims. Claims 1 and 9 have been amended. Claims 19-20 are the new claims. It is believed that no new matter is involved in the amendments or arguments presented herein. Reconsideration and entrance of the amendment in the application are respectfully requested.

Art-Based Rejections

Claims 1-7, 9-16, and 18 were rejected under 35 USC §102(e) over USPN 6,611,810 (Kolls); Claims 8 and 17 were rejected under 35 USC §103(a) over Kolls in view of USPN 6,401,074 (Sleeper).

Applicants respectfully traverse the rejections and submit that the claims herein are patentable in light of the clarifying amendments above and the arguments below.

The Kolls Reference

Kolls is directed to a universal advertising and payment system and method for retail store applications including point of sale transactions. (*See, Kolls; Abstract; Col. 1, lines 18-20*). Kolls provides a public access electronic terminal with the ability to view, vend, obtain information, respond to, or purchase from displayed interactive or electronic advertising by way of an electronic computing device. (*See, Kolls, Col. 7, lines 18-25*).

The Sleeper Reference

Sleeper is directed to an augmented POS system that includes capabilities for real-time displaying and broadcasting of commercial information within the context of a retail transaction. Each front-end POS system is augmented with an auxiliary

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display or combined display and audio broadcast device for presenting promotional information to a customer during the course of a retail transaction. (*See, Sleeper, Col. 1, lines 51-57*).

The Claims are Patentable Over the Applied References

The present application is generally directed to a receipt printing and issuing system and methods for the same.

As defined by amended independent Claim 1, a receipt printing and issuing system for a payment transaction includes input devices for an operator, a printing device, a display device for the operator, and a storage device. A memory control device receives and stores one or more advertisements or other additional information to be printed on a receipt paper. A display/input device interacts with a customer. A control device generates a list of items of information to be displayed on the display/input device according to a predetermined condition. A selection control device receives one or more items selected through the display/input device. A print data generating device generates print data to be printed on the receipt paper by merging original receipt information according to the payment transaction and additional information designated by the one or more selected items in the list and sends the merged information to the printing device.

The applied Kolls reference is not seen to suggest or disclose the features of the present invention as recited in the claims. In particular, Kolls is not seen to suggest or disclose, "a control device for generating a list of items of information to be displayed on the display/input device according to a predetermined condition," as required by amended independent Claim 1 of the present invention.

Kolls is directed to a universal advertising and payment system and method for retail store applications including point of sale transactions. (*See, Kolls; Abstract; Col. 1, lines 18-20*). Kolls provides a public access electronic terminal with

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the ability to view, vend, obtain information, respond to, or purchase from displayed interactive or electronic advertising by way of an electronic computing device. (*See, Kolls, Col. 7, lines 18-25*). During operation, a user views advertising and touches a screen window to respond to advertising. (*See, Kolls, Col. 9, lines 10-12*). However, Kolls does not suggest or disclose that the public access electronic terminal displays a list of information according to a predetermined condition as required by the claims of the present invention.

In contrast, the present invention requires generating and displaying a list of items of information on the display/input device according to a predetermined condition as recited in the claims. A list of information including advertising information is displayed to the customer via the display/input device. The customer can select advertising information from the list, and the selected advertising information can be printed on the receipt along with the transaction record. This can improve transaction efficiency by allowing the customer to view and select advertising information prior to completion of the transaction. Moreover, a list of advertising information related to the customer demographic may also be displayed to the customer via the display/input device. Information related to the customer demographic may include information related to age range, sex, or other customer information as indicated in the specification. This allows advertisers to target specific customers according to customer demographics and improves customer relations by displaying advertising information that the customer is interested in seeing. (*See Specification, Page 9, line 10 to Page 10, line 2*).

The ancillary Sleeper reference does not remedy the deficiencies of the applied Kolls reference.

Since the applied references do not disclose, teach, or suggest the above features recited in amended independent Claim 1, these references cannot be said to

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anticipate nor render obvious the invention which is the subject matter of that claim.

Accordingly, amended independent Claim 1 is believed to be in condition for allowance and such allowance is respectfully requested.

Amended independent Claim 9 is allowable for at least the same reasons as disclosed above with reference to amended independent Claim 1.

The remaining claims depend either directly or indirectly from amended independent Claims 1 and 12 and recite additional features of the invention which are neither disclosed nor fairly suggested by the applied references and are therefore also believed to be in condition for allowance.

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Conclusion

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

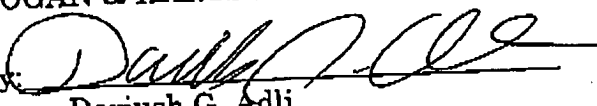
If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los Angeles, California telephone number (213) 337-6809 to discuss the steps necessary for placing the application in condition for allowance.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,

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